Audience

BookPage reaches a nationwide consumer audience of avid readers through our print edition, BookPage.com, enewsletters and targeted emails. In addition, BookPage serves as a vital buying resource for subscribing booksellers and librarians.

Print
Reach readers across the country through subscribing public libraries, independent bookstores (+ ABA White Box shipments) and the Books-A-Million chain (and BAM online sales).

- **400,000 copies** distributed each month (all paid, bulk subscriptions)
- **over 3,500 subscribing locations** public libraries, independent bookstores and the Books-A-Million chain (and BAM online sales)
- **12 issues per year, 32 pages per issue, over 60 book reviews & author interviews per issue**
- **3 editions per month**

BookPage.com
Find readers online! BookPage.com contains all current content and our entire archive and is browsable by genre.

- **108,000 average monthly users**
- **476,000 average page views**

Email
Connect with our general interest or genre-specific audiences through our enewsletters, which feature exclusive content.

- **up to 80,000 opt-in recipients**
- **50% desktop users**
- **50% mobile users**

Our most anticipated fall books
These are the authors whose books are on our radar for the fall and beyond. 9 titles are exclusive to BAM.

The best debut memoirs of 2021 (so far)
Shoutout to all the first-time memoirists whose words have made us clutch their books to our chests.

Reading recommendations for National Hispanic Heritage Month

**Advertising contact:** Elizabeth Grace Herbert | elizabeth@bookpage.com | 615-292-8926 x 34
Demographics

Information below based on results from 2020 Reader Survey (over 26,000 responses).

BookPage Reader Stats

- 90% identify as female
- 61% read more than 5 books per month
- 66% use BookPage to find gifts
- 33% are book club members
- 92% buy or borrow titles found in BookPage
- 50% buy more than 10 books per year
- 48% listen to audiobooks
- 56% are Children’s & YA consumers
- 92% buy or borrow titles found in BookPage

Readership by Age

- 65+ (36.6%)
- 50-64 (36.6%)
- 35-49 (17.5%)
- 18-34 (9.3%)

Favorite Genres

**Fiction**
- Mystery & Suspense (74%)
- Historical Fiction (61%)
- Popular Fiction (59%)
- Literary Fiction (55%)
- Romance (23%)
- YA/Teen (20%)

**Nonfiction**
- Biography & Memoir (69%)
- Lifestyles (53%)
- History (48%)
- Humor (22%)
Tiered Discount Program—New for 2022!

The new Tiered Discount Program provides flexibility and affordability to fit any ad campaign and any advertiser. Discounts apply to all ad types—print, website, email—the more you spend, the more you save. As your 2022 annual ad spend increases, so do the discounts!

<table>
<thead>
<tr>
<th>Tier</th>
<th>Cumulative Ad Spend</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>$5,000–$9,999</td>
<td>10%</td>
</tr>
<tr>
<td>Silver</td>
<td>$10,000–$24,999</td>
<td>15%</td>
</tr>
<tr>
<td>Gold</td>
<td>$25,000–$39,999</td>
<td>20%</td>
</tr>
<tr>
<td>Platinum</td>
<td>$40,000+</td>
<td>25%</td>
</tr>
</tbody>
</table>

Tiered discount applies to current Insertion Order and all future IOs until and unless a new tier is reached. Discounts are not retroactive to previously booked IOs.

Book early to save sooner—book more to save more!
Print Advertising

BookPage is unique: No other print publication directly reaches a national audience of 400,000+ readers while also serving as a trusted buying resource for the 3,500+ bookstores and public libraries that subscribe to BookPage for their customers and patrons.

BookPage print ads work!

400,000 copies each month
National distribution through subscribing locations

92% of readers buy or borrow books discovered in BookPage

39% of readers share their copy of BookPage

66% of readers use BookPage to find gifts

94% subscription renewal rate
Subscribing bookstores & libraries renew their annual, bulk subscriptions year after year

59% of booksellers & librarians use BookPage to order books
Subscribing locations use our monthly Advance Title List as a buying guide, anticipating patron demand for titles discovered in BookPage

2022 Issue Dates

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Res Due</th>
<th>Creative Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 1</td>
<td>Dec 14, 2021</td>
<td>Dec 17, 2021</td>
</tr>
<tr>
<td>Mar 1</td>
<td>Jan 18</td>
<td>Jan 25</td>
</tr>
<tr>
<td>Apr 1</td>
<td>Feb 16</td>
<td>Feb 22</td>
</tr>
<tr>
<td>May 1</td>
<td>Mar 15</td>
<td>Mar 23</td>
</tr>
<tr>
<td>Jun 1</td>
<td>Apr 13</td>
<td>Apr 20</td>
</tr>
<tr>
<td>Jul 1</td>
<td>May 17</td>
<td>May 24</td>
</tr>
<tr>
<td>Aug 1</td>
<td>Jun 17</td>
<td>Jun 21</td>
</tr>
<tr>
<td>Sep 1</td>
<td>Jul 12</td>
<td>Jul 19</td>
</tr>
<tr>
<td>Oct 1</td>
<td>Aug 19</td>
<td>Aug 23</td>
</tr>
<tr>
<td>Nov 1</td>
<td>Sep 20</td>
<td>Sep 27</td>
</tr>
<tr>
<td>Dec 1</td>
<td>Oct 18</td>
<td>Oct 27</td>
</tr>
<tr>
<td>Jan 1, 2023</td>
<td>Nov 15</td>
<td>Nov 18</td>
</tr>
</tbody>
</table>
## 2022 Editorial Calendar

**In every issue:** The best new books in every genre including Fiction, Nonfiction, Mystery, Audio, Romance, Book Clubs, Lifestyles, YA & Kids—plus author interviews, *Well Read* literary column and *Meet the Illustrator* features.

In addition to our standard monthly editorial, BookPage features special editorial focus areas in each print issue:

<table>
<thead>
<tr>
<th>Month</th>
<th>Focus Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Self-help, Personal finance, Health &amp; fitness, Cozies, Children’s &amp; YA, Snow &amp; winter</td>
</tr>
<tr>
<td>February</td>
<td>Black History, Romance, Love &amp; relationships, Sci-fi &amp; fantasy, Children’s &amp; YA, Black History, Valentine’s Day</td>
</tr>
<tr>
<td>March</td>
<td>Women’s History, Inspirational fiction, Memoir, March</td>
</tr>
<tr>
<td>April</td>
<td>Poetry, Inspirational living, Cozies, Earth Day, Children’s &amp; YA, Poetry, Earth Day, Spring holidays</td>
</tr>
<tr>
<td>June</td>
<td>Father’s Day, Summer reading, Audiobooks, Pride Month, Children’s &amp; YA, Father’s Day, Summer reading, Pride, July 4th</td>
</tr>
<tr>
<td>July</td>
<td>Private Eye July (mystery, suspense &amp; true crime), Cozies, Children’s &amp; YA, Private Eye July</td>
</tr>
<tr>
<td>August</td>
<td>First Fiction Month (debuts), Back to school, Sci-fi &amp; fantasy, Children’s &amp; YA, Back to school</td>
</tr>
<tr>
<td>September</td>
<td>Fall fiction, Inspirational fiction, Parenting &amp; childcare, Children’s &amp; YA, Autumn, Hispanic &amp; Latin American Heritage</td>
</tr>
<tr>
<td>October</td>
<td>Supernatural &amp; horror, Cozies, Graphics &amp; comics, Children’s &amp; YA, Halloween, Scary &amp; supernatural fiction</td>
</tr>
<tr>
<td>November</td>
<td>Holiday gifts, Sci-fi &amp; fantasy, Children’s &amp; YA, Thanksgiving, Native American Heritage</td>
</tr>
<tr>
<td>December</td>
<td>Holiday gifts, Holiday romance, Cookbooks, Children’s &amp; YA, Winter holiday books, Holiday gifts</td>
</tr>
</tbody>
</table>

**Ad Res Due:**
- January: Nov 17
- February: Dec 14
- March: Jan 18
- April: Feb 16
- May: Mar 15
- June: Apr 13
- July: May 17
- August: Jun 17
- September: Jul 12
- October: Aug 17
- November: Sep 20
- December: Oct 18
# Print Advertising

## Ad Unit Price Specs

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Price</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$9,995</td>
<td>Size: 8.5&quot; x 10.875&quot;, Bleed: .125&quot;, Margins: .325&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$5,995</td>
<td>Size: 3.75&quot; x 10.125&quot;</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,995</td>
<td>Size: 2.4&quot; x 10.125&quot;</td>
</tr>
<tr>
<td>1/4 Page Column</td>
<td>$3,995</td>
<td>Size: 1.75&quot; x 10.125&quot;</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>$3,995</td>
<td>Size: 3.75&quot; x 5&quot;</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$2,495</td>
<td>Size: 1.75&quot; x 5&quot;</td>
</tr>
</tbody>
</table>

## Premium Placements
- Inside front cover
- Table of contents
- Column-adjacent placement: Whodunit, Book Clubs, Romance, Audio, Lifestyles

### Library Edition Back Cover—$5,250
Target library patrons with a full-page, 4-color back cover ad for all 315,000+ copies of the Library Edition.

## MATERIALS UPLOAD
Provide print-ready, CMYK, high-res PDFs. No crop marks or PMS colors.
Upload all files to: [bookpage.com/ad-portal](http://bookpage.com/ad-portal)
Questions? Email materials@bookpage.com

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**Advertising contact:** Elizabeth Grace Herbert | elizabeth@bookpage.com | 615-292-8926 x 34  
See our Tiered Discount Program on p. 4 of Rate Card
BookPage.com Advertising

Reach our online audience of 108,000+ readers with options of Run of Site ad packages and a Welcome Prestitial Ad.

**Monthly Run of Site Ad Package**
Choice of 3 ad packages guarantees a number of impressions based on package level. Ad packages include 2 ad sizes that run in rotation on website for 1 month. Ads alternate between billboard and rectangle ad sizes—submit both sizes for creative.

<table>
<thead>
<tr>
<th>Level</th>
<th>Impressions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier</td>
<td>200,000</td>
<td>$2,400 per month</td>
</tr>
<tr>
<td>Competitive</td>
<td>100,000</td>
<td>$1,350 per month</td>
</tr>
<tr>
<td>Standard</td>
<td>50,000</td>
<td>$750 per month</td>
</tr>
</tbody>
</table>

**Ad Units**
(submit both sizes for ad package)

- Billboard: 970 x 250 px (on mobile, this is displayed as 300 x 250 px)
- Rectangle ad: 300 x 250 px

**MATERIALS UPLOAD**
Provide 72 dpi JPEG or PNG files and URL for click-through. No animated gifs.
For Run of Site ad creative, submit both billboard and rectangle ad sizes. Max file size 150KB for billboard ads and 100KB for rectangle ads.
We can accept third-party ad tags for BookPage.com ads.
Upload all ad materials to: bookpage.com/ad-portal Questions? Email materials@bookpage.com

**Audience**
- 108,000 average monthly users
- 476,000 average page views
- 50% desktop users
- 50% mobile users
Welcome/Prestitial Ad

$900 per week

Command 100% attention with a welcome prestitial ad on the BookPage.com homepage. Excellent for announcements, strong branding messages or generating response.

How it works

- Your welcome prestitial ad appears whenever a visitor first comes to any page on the BookPage website
- Your ad appears once per day per visitor
- Appears to desktop users only, approximately 15,000 impressions per week
- Exclusive – only one advertiser per week
- Runs Tuesday thru Monday
- **Specs:** 800 x 600 px

**MATERIALS UPLOAD**

Provide 72 dpi JPEG or PNG files and URL for click-through. No animated gifs.
Max file size: 250KB.
We can accept third-party ad tags for BookPage.com ads.

Upload all ad materials to: [bookpage.com/ad-portal](http://bookpage.com/ad-portal)
Questions? Email materials@bookpage.com
# Enewsletters

Reach book-buying audiences online with our Enewsletters and genre-specific Targeted Blasts—self-selected, opt-in audiences ensure engaged readers and great open rates!

<table>
<thead>
<tr>
<th>Enewsletter</th>
<th>Audience</th>
<th>Frequency</th>
<th>Sponsorship</th>
<th>Inline 1</th>
<th>Inline 2</th>
<th>Inline 3</th>
<th>Specs (new sizes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 10</td>
<td>80,000</td>
<td>Monthly</td>
<td></td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,300</td>
<td>600 x 500 px</td>
</tr>
<tr>
<td>XTRA</td>
<td>80,000</td>
<td>Monthly</td>
<td></td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,300</td>
<td>600 x 500 px</td>
</tr>
<tr>
<td>Romance</td>
<td>15,000</td>
<td>Monthly</td>
<td></td>
<td>$800</td>
<td>$750</td>
<td></td>
<td>600 x 500 px</td>
</tr>
<tr>
<td>Children’s</td>
<td>15,000</td>
<td>Monthly</td>
<td></td>
<td>$800</td>
<td>$750</td>
<td></td>
<td>600 x 500 px</td>
</tr>
<tr>
<td>YA</td>
<td>15,500</td>
<td>Monthly</td>
<td></td>
<td>$800</td>
<td>$750</td>
<td></td>
<td>600 x 500 px</td>
</tr>
<tr>
<td>Audio</td>
<td>14,000</td>
<td>Quarterly</td>
<td></td>
<td>$2,000</td>
<td></td>
<td></td>
<td>Native content ad*</td>
</tr>
<tr>
<td>Historical Fiction</td>
<td>19,000</td>
<td>Monthly</td>
<td></td>
<td>$2,000</td>
<td></td>
<td></td>
<td>Native content ad*</td>
</tr>
<tr>
<td>Mystery</td>
<td>23,000</td>
<td>Monthly</td>
<td></td>
<td>$2,000</td>
<td></td>
<td></td>
<td>Native content ad*</td>
</tr>
</tbody>
</table>

**MATERIALS UPLOAD**

Provide 72 dpi JPEG or PNG files and URL for click-through. The 600 x 500 px desktop ad displays as 300 x 250 px on mobile. NO animated gifs or flash ads.

Max file size: 50 KB

NO third-party ad tags for enewsletters.

*Native content ads (Enews Sponsorships): no creative necessary. BookPage pulls cover image, copy and links to title page unless advertiser specifies otherwise.

Upload files to: bookpage.com/ad-portal Questions? Email materials@bookpage.com

**NEW for 2022**

- Updated enewsletter design
- Larger ads sizes optimized for desktop and mobile views
- Semi-exclusive placements
- Reading Circle—sponsored newsletter for Book Clubs
- Historical Fiction enewsletter now monthly

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**Audience**

- 50% desktop users
- 50% mobile users

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**Sponsored Emails**

**Targeted Blasts—$175 cpm (cost per thousand)**
Target consumer audiences by genre and leverage the trusted BookPage brand relationship with readers for great results!

**Features**
- Blasts can be scheduled on date of choice as available
- Audiences can be combined to accommodate crossover genres
- Audiences can be limited to accommodate budget

<table>
<thead>
<tr>
<th>Genre</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audiobooks</td>
<td>14,000+</td>
</tr>
<tr>
<td>Biography &amp; Memoir</td>
<td>16,750+</td>
</tr>
<tr>
<td>Book Clubs</td>
<td>12,000+</td>
</tr>
<tr>
<td>Cooking/Food/Drink</td>
<td>8,500+</td>
</tr>
<tr>
<td>Fiction: Historical</td>
<td>18,750+</td>
</tr>
<tr>
<td>Fiction: Literary</td>
<td>18,000+</td>
</tr>
<tr>
<td>Fiction: Popular</td>
<td>19,000+</td>
</tr>
<tr>
<td>Gardening &amp; Home Decor</td>
<td>5,500+</td>
</tr>
<tr>
<td>History</td>
<td>10,250+</td>
</tr>
<tr>
<td>How-to/Self-help</td>
<td>5,250+</td>
</tr>
<tr>
<td>Humor</td>
<td>6,750+</td>
</tr>
<tr>
<td>Inspiration &amp; Spirituality</td>
<td>5,250+</td>
</tr>
<tr>
<td>Kids</td>
<td>15,000+</td>
</tr>
<tr>
<td>Mystery &amp; Suspense</td>
<td>23,000+</td>
</tr>
<tr>
<td>Romance</td>
<td>15,000+</td>
</tr>
<tr>
<td>Sci-Fi &amp; Fantasy</td>
<td>7,000+</td>
</tr>
<tr>
<td>YA</td>
<td>15,750+</td>
</tr>
</tbody>
</table>

*Audience sizes as of 11/2021

**Reading Circle—$4,500**
BookPage Reading Circle is a monthly, exclusive native advertising opportunity to promote your book club titles and materials to engaged BookPage audiences.

**Features**
- Turnkey, templated email showcases publisher content: book blurb, cover image, reader discussion questions, author pic & bio, audio excerpt, etc.
- No creative required. Publisher provides elements: BookPage provides production
- One Reading Circle per month; only 12 opportunities per year
- Email to 23,000+ consumers: Book Club audience + 1 genre of choice
  - BookClub audience + Literary Fiction audience
  - BookClub audience + Historical Fiction audience
  - BookClub audience + Popular Fiction audience
- Promotion to 5,500+ booksellers and librarians through BookPage Insider subscriber enewsletter

88% of BookPage subscribers (booksellers and librarians) have demand from patrons for a book club enewsletter or expanded book club feature in print from BookPage.

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*About the Author*

Susanna Kearsley is the New York Times bestselling author of numerous romantic novels set in English history and culture. Her first novel, *The Masque of the Red Death*, was a

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**Advertising contact:** Elizabeth Grace Herbert | elizabeth@bookpage.com | 615-292-8926 x 34

See our Tiered Discount Program on page 10